

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

JULY 1 – SEPTEMBER 30, 2011

## ISSUES LIST

- |    |                          |   |
|----|--------------------------|---|
| 1. | ECONOMY/PERSONAL FINANCE | Lack of access roads to beach<br>Large population of older citizens<br>Tourism                                |
| 2. | HEALTH CARE/COST         | High rate of heart disease<br>Poor health practices due to low income<br>Elderly health care<br>Fixed incomes |
| 3. | ENVIRONMENT              | Beach erosion<br>Land pollution<br>Wetlands   |
| 4. | CRIME                    | Summer tourists<br>Bikers   |
| 5. | IMAGE                    | Strip clubs<br>Bars   |
| 6. | PREJUDICE/INTOLERANCE    | Tensions in the community   |
| 7. | EDUCATION                | High rate of drop-outs<br>Lack of interest in furthering education<br>Lack of financial assistance            |

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: THIS OLD HOUSE & TODAY'S HOMEOWNER  
SOURCE TIME4 MEDIA, INC.  
DATE/TIME RUNS EARLY SUNDAY MORNINGS THROUGHOUT QUARTER  
DESCRIPTION SHOW FOR HOMEOWNERS THAT DELIVERS PRACTICAL ADVICE TO HOMEOWNERS ON MAINTAINING AND IMPROVING A HOME.

PROGRAM: CAROLINA & COMPANY  
SOURCE WPDE NEWSCHANNEL 15  
DATE/TIME WEEKDAYS 10:00-10:30 PM  
DESCRIPTION HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM PSA'S  
DATE/TIME AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

GEORGETOWN LIBRARY FINANCIAL EDUCATION  
(6 SPOT CAMPAIGN)  
EASTERN CAROLINA AGRICULTURAL FAIR  
WILDFIRE PREVENTION CAMPAIGN (3 SPOTS)  
DEBT RESOLUTION TRAPS  
ROTARY INTERNATIONAL  
USDA FOREST SERVICE  
NATN'L ENDOWMENT FOR FINANCIAL EDUCATION (2 SPOTS)  
SOCIAL SECURITY SIGN-UP ON LINE CAMPAIGN  
STAY IN HIGH SCHOOL CAMPAIGN  
NEW ENERGY EFFICIENCY SERIES  
FORECLOSURE PREVENTION  
VETERAN SUPPORT  
COLLEGE CRASH COURSE: NFL  
LIVE UNITED: PUBLIC SERVICE INVOLVEMENT  
SC NATIONAL GUARD

WWMB CW21 EITHER SPONSORED OR CO-SPONSORED THE FOLLOWING:

FOURTH OF JULY MARKET COMMON RUN, ED PIOTROWSKI EMCEED, JULY 2

MURRELLS INLET BOAT PARADE, JULY 4

PAWLEYS ISLAND HURRICANE SEMINAR, CHIEF METEOROLOGIST ED PIOTROWSKI, JULY 11  
& AUGUST 1-5 @ PRINCE CREEK, NORTH MYRTLE BEACH, GARDEN CITY & CONWAY

MURRELLS INLET HURRICANE SEMINAR, CHIEF METEOROLOGIST ED PIOTROWSKI, AUGUST 9

WOUNDED WARRIOR GOLF TOURNAMENT, AUGUST 21

9/11 BENEFIT, DEAD DOG SALOON, CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED

HOME IMPROVEMENT SHOW, MYRTLE BEACH CONVENTION CENTER, SEPTEMBER 18-19

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED COMMUNITY EVENTS & MADE APPEARANCES AT TOWN HALL MEETINGS FOR DIFFERENT COMMUNITIES ALONG THE GRAND STRAND & THE PEE DEE & SPOKE AT CAREER DAYS AT LOCAL SCHOOLS. SEE ATTACHED LIST OF APPEARANCES.

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH JAROD MILLER  
SOURCE LITTON  
DATE/TIME MONDAYS 7:00-7:30 AM  
DESCRIPTON INSTILLS IN CHILDREN THE URGE TO TRAVEL AND EXPLORE OUR DIVERSE PLANET.

PROGRAM WILD AMERICA  
SOURCE MG PERIN, INC.  
DATE/TIME TUESDAYS 7:00-7:30 AM  
DESCRIPTON THIS PROGRAM EMPHASIZES PROTECTING ENDANGERED SPECIES AND THE IMPACT HUMANS HAVE WHILE INTERACTING IN THEIR ENVIRONMENT.

PROGRAM JACK HANNA'S ANIMAL ADVENTURES  
SOURCE LITTON  
DATE/TIME WEDNESDAYS 7:00-7:30 AM  
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM WILD ABOUT ANIMALS  
SOURCE LITTON  
DATE/TIME SATURDAYS 6:00-6:30 AM  
DESCRIPTON THIS PROGRAM TEACHES CHILDREN FOUR STORIES EACH WEEK ON THE WORLD'S MOST FASCINATING ANIMALS.

PROGRAM ECO COMPANY  
SOURCE LITTON  
DATE/TIME SUNDAYS 7:00-7:30 AM  
DESCRIPTON EXPLORES ALL ASPECTS OF BEING GREEN AND HOW WE IMPACT OUR WORLD.

PROGRAM JACK HANNA'S ANIMAL ADVENTURES  
SOURCE TRIFECTA  
DATE/TIME WEDNESDAYS 7:00-7:30 AM  
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM McNEELEY'S OUTDOORSMAN  
SOURCE TIMBERWOLF PRODUCTIONS  
DATE/TIME SUNDAYS 10:30-11:00 AM  
DESCRIPTON EDUCATIONAL WORLD CLASS ADVENTURES IN DOMESTIC AND INTERNATIONAL LOCATIONS. ENVIRONMENTAL AND CONSERVATION ISSUES, TEACHING ABOUT WILDLIFE, HUNTING, FISHING, ETHICS, AND RESPECT FOR NATURE. SEE ATTACHED FOR EACH PROGRAM'S CONTENT DESCRIPTION.

PROGRAM: SC OUTDOORS  
SOURCE JAY GREGG  
DATE/TIME SUNDAYS 8:30-9:00 AM  
DESCRIPTON COVERS HUNTING, FISHING, & EXPLORING NEW AREAS OF SOUTH CAROLINA OUTDOOR LIFE.

PSA'S AIRS SIGN-ON TO SIGN-OFF AT VARIOUS TIMES  
ALL ARE 30-SECOND SPOTS UNLESS NOTED OTHERWISE

ISSUE: HEALTH CARE/COST

PROGRAM: IMARA WOMAN MAGAZINE TV  
SOURCE: IMARA COMMUNICATIONS GROUP, INC.  
DATE/TIME: 2<sup>ND</sup> & 3<sup>RD</sup> SUNDAYS OF THE MONTH, 12:30-1PM  
DESCRIPTION: SOUTH CAROLINA'S PREMIER LIFESTYLE & PERSONAL GROWTH PUBLICATION FOR WOMEN OF COLOR FEATURES INFORMATIVE STORIES ON WOMEN'S HEALTH, LIFESTYLES, FAMILY & BUSINESS.

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

PROGRAM: PSA'S  
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

CONWAY MEDICAL CENTER SMART SNACKS  
ROTARY CURE FOR POLIO CAMPAIGN (3 SPOTS)  
MEDICAL TREATMENT OPTIONS AWARENESS  
CHILDHOOD OBESITY CAMPAIGN  
SPECIAL NEEDS "NOT ACCEPTABLE" LABELS  
DRIVE FOR COPD  
GOOD CLEAN WATER  
CPR INFORMATION  
ROACH, MOUSE, BED BUG WARNINGS  
FOOD SAFETY AWARENESS  
ANTI-SMOKING CAMPAIGN  
MARCH OF DIMES  
MEN'S HEALTH ISSUES CAMPAIGN  
HELP HOSPITALIZED VETS  
SHRINERS HOSPITAL FOR CHILDREN

WWMB CW21 EITHER SPONSORED OR CO- SPONSORED EACH OF THE FOLLOWING:

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED "NIGHT WITH GARTH" FOR ALZHEIMERS ASSOCIATION, MYRTLE BEACH JULY 9

WPDE SPONSORED BLOOD DRIVES IN MYRTLE BEACH, FLORENCE & CONWAY WITH THE RED CROSS, JULY 20

SPONSORED CONWAY MEDICAL CENTER'S SMART SNACKS PROGRAM, AUGUST THRU FALL

ARNOLD'S POOLS GOLF TOURNAMENT, FUNDS MIRACLE LEAGUE, SEPTEMBER 14

CONWAY MEDICAL CENTER EMPLOYEE DRIVE W/LEGENDS IN CONCERT, SEPTEMBER 15

SPONSORED YOUNG VICTIMS OF STROKE FUNDRAISER, SEPTEMBER 17

CARING FOR A PAIR, BREAST CANCER AWARENESS FUNDRAISER, SEPTEMBER 17

SPONSORED ALZHEIMER'S WALK, SEPTEMBER 19

CHIEF METEOROLOGIST ED PIOTROWSKI AT OPENING DAY MIRACLE LEAGUE, SEPTEMBER 25

LAUNCH YOUR HEALTH, YOUR DECISION, UNDERSTANDING TREATMENT OPTIONS, IN PARTNERSHIP WITH CONWAY MEDICAL CENTER

SEE ATTACHED FOR MORE PUBLIC APPEARANCES

ENVIRONMENT PSA'S, CONT'D

SAVE R CATS  
PET ADOPTION  
USDA FOREST SERVICE  
WILDFIRE PREVENTION  
HURRICANE IRENE DISASTER RELIEF PSA  
ENERGY EFFICIENCY CAMPAIGN  
GOOD CLEAN WATER  
TAKE ME FISHING  
STORE FRONT EARTHQUAKE  
PROTECTING NATURE, PRESERVING LIFE  
ROACH, MOUSE & BED BUG CAMPAIGN  
RECONNECTING KIDS WITH NATURE  
SMOKE-FREE HORRY COUNTY  
ARBOR DAY: PLANT A TREE FOR CLEAN WATER  
PARK DAY CAMPAIGN: GET OUTDOORS (3SPOTS)  
LIVE UNITED: COMMUNITY ENGAGEMENT  
HUMANE SOCIETY (2 SPOTS)  
SOUTH CAROLINA NATIONAL GUARD  
VETERANS SUPPORT CAMPAIGN  
READY.GOV FLOOD PREPAREDNESS

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED COMMUNITY EVENTS & MADE APPEARANCES AT TOWN HALL MEETINGS FOR DIFFERENT COMMUNITIES ALONG THE GRAND STRAND & THE PEE DEE. SEE ATTACHED LIST OF APPEARANCES.

FOURTH OF JULY MARKET COMMON RUN, ED PIOTROWSKI EMCEED, JULY 2

MURRELLS INLET BOAT PARADE, JULY 4

PAWLEYS ISLAND HURRICANE SEMINAR, CHIEF METEOROLOGIST ED PIOTROWSKI, JULY 11 & AUGUST 1-5 @ PRINCE CREEK, NORTH MYRTLE BEACH, GARDEN CITY & CONWAY

MURRELLS INLET HURRICANE SEMINAR, CHIEF METEOROLOGIST ED PIOTROWSKI, AUGUST 9

WOUNDED WARRIOR GOLF TOURNAMENT, AUGUST 21  
ENVIRONMENT, CONT'D

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED BOY SCOUT ROAST, MYRTLE BEACH, AUG 27  
WE SPONSORED THE MURRELLS INLET 13<sup>TH</sup> ANNUAL CHARITY GOLF TOURNAMENT WHICH FUND ENVIRONMENTAL PROJECTS IN THE AREA, SEPTEMBER 4

9/11 BENEFIT, DEAD DOG SALOON, CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED

KING MACKEREL TOURNAMENT, MURRELLS INLET, SEPTEMBER 18

HOME IMPROVEMENT SHOW, MYRTLE BEACH CONVENTION CENTER, SEPTEMBER 18-19

MARSHWALK KINGSTALK, PROCEEDS FUND LOCAL ENVIRONMENTAL NEEDS & BRINGS AWARENESS TO THE BEAUTIFUL MARSHWALK PRESERVE, SEPTEMBER 24

WE ALLOW THE AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING TIMES OF DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION. WE ALLOW THE AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING TIMES OF DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION.

ISSUE: CRIME

PROGRAM PSA'S  
TIME AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF

LUDACRIS NATIONAL RUNAWAY SWITCHBOARD  
WILDFIRE PREVENTION CAMPAIGN  
FINISH HIGH SCHOOL CAMPAIGN  
DEBT RESOLUTION TRAPS  
MILITARY FAMILIES FATHERHOOD CAMPAIGN  
MENTORING-BIG BROTHERS-BIG SISTERS  
THINK BEFORE YOU SPEAK: ANTI HOMOPHOBIC SLURS  
FATHERHOOD (3 SPOTS)  
VETERAN'S SUPPORT CAMPAIGN  
ADOPTION (6 SPOT SERIES)  
UNITED WAY (3 SPOT SERIES)  
SC NATIONAL GUARD ( 3 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

WWMB CW-21 EITHER SPONSORED OR CO- SPONSORED EACH OF THE FOLLOWING:

TWO ANCHORS & TWO WEATHER PERSONNEL RODE IN THE MURRELLS INLET BOAT PARADE,  
JULY 4

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SPACE CAMP SPEECH, PAWLEYS ISLAND, JULY 13

CHIEF METEOROLOGIST ED PIOTROWSKI PARTICIPATED IN GRACE MINISTRIES GOLF  
TOURNAMENT, PAWLEYS ISLAND JULY 23

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE JOY CLUB SPEECH, FLORENCE AUGUST 18

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE OPTIMIST CLUB SPEECH, CONWAY AUGUST 20

SPONSORED THE TREVOR VARINECZ MEMORIAL GOLF TOURNAMENT, AUGUST 20

WOUNDED WARRIOR GOLF TOURNAMENT, AUGUST 21

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SPEECH TO FRESHMEN AT SOCASTEE HIGH  
SCHOOL, AUGUST 25

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED BOY SCOUT ROAST, MYRTLE BEACH AUGUST 27

CHIEF METEOROLOGIST ED PIOTROWSKI, HAPPILY EVER AFTER PARTICIPANT, SEPTEMBER 9

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED 9/11 BENEFIT, MURRELLS INLET

GROUP OF NEWS STAFF SPOKE BY SKYPE TO COMMUNICATIONS STUDENTS AT UNC PEMBROKE,  
SEPTEMBER 19

WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: IMAGE

PROGRAM: RIVERTALK  
DISTRIBUTOR: LUCKY DOG PRODUCTION  
DATE/TIME: MONDAY THRU FRIDAY 7:30-8:00 AM  
DESCRIPTION: THIS LOCAL TALK SHOW COVERS WHAT'S HAPPENING IN OUR AREA, INTERVIEWS LOCAL PEOPLE AND KEEPS US UP-TO-DATE ON WHAT'S HAPPENING IN OUR TOWNS.

PROGRAM: CAROLINA & COMPANY  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: WEEKDAYS 10:00-0:30 PM  
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: IMARA WOMAN MAGAZINE TV  
SOURCE: IMARA COMMUNICATIONS GROUP, INC.  
DATE/TIME: AIRS THE SECOND & THIRD SUNDAY OF EACH MONTH  
DESCRIPTION: SOUTH CAROLINA'S PREMIER LIFESTYLE & PERSONAL GROWTH PUBLICATION FOR WOMEN OF COLOR FEATURES INFORMATIVE STORIES ON WOMEN'S HEALTH, LIFESTYLES, FAMILY & BUSINESS.

PROGRAM: AFRICAN AMERICAN SHORT FILMS  
DISTRIBUTOR: BADAMI  
DATE/TIME: SUNDAY, SEPTEMBER 18, 2:00-3:00 PM  
DESCRIPTION: RANGING FROM COMEDY TO DRAMA AND ALL THE SHADES IN-BETWEEN, THE FILMS IN THESE SPECIALS ARE THE VOICES AND IMAGES OF CONTEMPORARY LIFE IN THE AFRICAN AMERICAN COMMUNITY.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

PROGRAM: PSA'S  
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF  
  
NATN'L ENDOWMENT FOR FINANCIAL EDUCATION  
SOCIAL SECURITY SIGN-UP ON LINE CAMPAIGN  
STAY IN HIGH SCHOOL CAMPAIGN  
NEW ENERGY EFFICIENCY SERIES  
COLLEGE ACCESS CAMPAIGN  
FORECLOSURE PREVENTION  
VETERAN SUPPORT  
LIVE UNITED: PUBLIC SERVICE INVOLVEMENT  
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FOURTH OF JULY MARKET COMMON RUN, ED PIOTROWSKI EMCEED, JULY 2

MURRELLS INLET BOAT PARADE, JULY 4

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE GRAND STRAND OPTIMIST SPEECH, JULY 7

PAWLEYS ISLAND HURRICANE SEMINAR, CHIEF METEOROLOGIST ED PIOTROWSKI, JULY 11 & AUGUST 1-5 @ PRINCE CREEK, NORTH MYRTLE BEACH, GARDEN CITY & CONWAY

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SPACE CAMP SPEECH, PAWLEYS ISLAND, JULY 13

WPDE SPONSORED BLOOD DRIVES IN MYRTLE BEACH, FLORENCE & CONWAY WITH THE RED CROSS, JULY 20



IMAGE EVENTS, CONT'D

CHIEF METEOROLOGIST ED PIOTROWSKI WAS A JUDGE IN THE WOMANLESS BEAUTY PAGEANT, NORTH MYRTLE BEACH, JULY 23

MURRELLS INLET HURRICANE SEMINAR, CHIEF METEOROLOGIST ED PIOTROWSKI, AUGUST 9

GRAND STRAND OPTIMIST CLUB PAIRING PARTY, CHIEF METEOROLOGIST ED PIOTROWSKI EMCEE, CONWAY AUGUST 20

WOUNDED WARRIOR GOLF TOURNAMENT, AUGUST 21

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEE BOY SCOUT ROAST, AUGUST 27

9/11 BENEFIT, DEAD DOG SALOON, CHIEF METEOROLOGIST ED PIOTROWSKI EMCEE

SPONSORED CONWAY MEDICAL CENTER'S SMART SNACKS PROGRAM, AUGUST THRU FALL

ARNOLD'S POOLS GOLF TOURNAMENT, FUNDS MIRACLE LEAGUE, SEPTEMBER 14

CONWAY MEDICAL CENTER EMPLOYEE DRIVE W/LEGENDS IN CONCERT, SEPTEMBER 15

SPONSORED YOUNG VICTIMS OF STROKE FUNDRAISER, SEPTEMBER 17

CARING FOR A PAIR, BREAST CANCER AWARENESS FUNDRAISER, SEPTEMBER 17

HOME IMPROVEMENT SHOW, MYRTLE BEACH CONVENTION CENTER, SEPTEMBER 18-19

GROUP OF NEWS STAFF SPOKE BY SKYPE TO COMMUNICATIONS STUDENTS AT UNC PEMBROKE, SEPTEMBER 19

SPONSORED ALZHEIMER'S WALK, SEPTEMBER 19

CHIEF METEOROLOGIST ED PIOTROWSKI AT OPENING DAY MIRACLE LEAGUE, SEPTEMBER 25

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER. WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: ON THE EDGE: THE POVERTY CRISIS IN AFRICA  
SOURCE ASSOCIATED TELEVISION INTERNATIONAL  
DATE/TIME JULY 10, 3:00-4:00 PM; JULY 24, 10:00-11:00 PM, & JULY 31, 5:00-6:00 PM  
DESCRIPTION: SOME OF DAYTIME TV'S BIGGEST NAMES VENTURED OUT INTO SOME OF THE WORLD'S MOST IMPOVERISHED CITIES TO MEET ONE ON ONE WITH THE PEOPLE WHO LIVE THERE—ALL IN AN EFFORT TO RAISE AWARENESS OF THE DESPERATE SITUATION FACED BY AFRICA'S POOR.

PROGRAM: WE HAVE A DREAM  
SOURCE ENTERTAINMENT STUDIOS  
DATE/TIME SUNDAY, AUGUST 21, 10:00-10:30 PM  
DESCRIPTION: MARTIN LUTHER KING CELEBRATION SPECIAL HONORING FAMOUS AFRICAN-AMERICAN INDIVIDUALS

PROGRAM: AFRICAN AMERICAN SHORT FILMS  
SOURCE BANDAMI  
DATE/TIME SUNDAY, SEPTEMBER 18, 2:00-3:00 PM  
DESCRIPTION: RANGING FROM COMEDY TO DRAMA AND ALL THE SHADES IN-BETWEEN, THE FILMS IN THESE SPECIALS ARE THE VOICES AND IMAGES OF CONTEMPORARY LIFE IN THE AFRICAN AMERICAN COMMUNITY.

PROGRAM: KNOW YOUR HERITAGE: HISPANIC QUIZ SHOW #1-4  
SOURCE TIMELESS ENTERTAINMENT  
DATE/TIME SEPT 11, 2:00-4:00 PM & SEPT 25, 4:00-6:00 PM  
DESCRIPTION: THE QUIZ SHOW SERIES OBJECTIVE IS TO GENERATE A HIGH LEVEL OF EXCITEMENT AND ENTHUSIASM BY FEATURING AFRICAN AMERICAN COLLEGE STUDENTS FROM AROUND THE COUNTRY AND SHOWCASE THEIR KNOWLEDGE AND SKILL OF THEIR CULTURAL HERITAGE.

PROGRAM: IMARA WOMAN MAGAZINE TV  
SOURCE IMARA COMMUNICATIONS GROUP, INC.  
DATE/TIME SECOND AND THIRD SUNDAY EACH MONTH, 12:30 PM  
DESCRIPTION: SOUTH CAROLINA'S PREMIER LIFESTYLE & PERSONAL GROWTH PUBLICATION FOR WOMEN OF COLOR FEATURES INFORMATIVE STORIES ON WOMEN'S HEALTH, LIFESTYLES, FAMILY & BUSINESS.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

PROGRAM PSA'S AIR SIGN ON TO SIGN OFF. ALL ARE 30-SECONDS UNLESS NOTED

NOT ACCEPTABLE: MINORITY SLURS & THE "R" WORD  
YOU ARE NOT ALONE: SENIOR CITIZENS LEAGUE  
THINK BEFORE YOU SPEAK: ANTI- HOMOPHOBIC SLURS FOR TEENS  
MILITARY FATHER INVOLVEMENT  
MENTORING: BIG BROTHERS-BIG SISTERS  
COMMUNITY ENGAGEMENT: PUBLIC SERVICE  
VETERANS SUPPORT CAMPAIGN  
ADOPTION (3 SPOT SERIES)  
NATIONAL GUARD ( 2 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

PREJUDICE/INTOLERANCE EVENTS, CONT'D

WWMB CW-21 EITHER SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

SPONSORED ALZHEIMERS WALK, MYRTLE BEACH, JULY 9

WOUNDED WARRIOR GOLF TOURNAMENT, AUGUST 21

9/11 BENEFIT, DEAD DOG SALOON, CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED

HOME IMPROVEMENT SHOW, MYRTLE BEACH CONVENTION CENTER, SEPTEMBER 18-19

WE HAVE ACCOMMODATED 7 DIFFERENT INTERNS IN NEWS, SALES & OUR CREATIVE DEPARTMENT DURING THIS QUARTER AS PART OF THEIR COLLEGE REQUIREMENTS.

ISSUES: EDUCATION

WE ARE AN ONGOING MAJOR SPONSOR OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCES FREE COMMERCIALS ADVERTISING THEIR UNIQUE EXHIBITS & FUNDRAISING EVENTS. WPDE IS A SPONSOR OF THE FLORENCE SYMPHONY ORCHESTRA & FLORENCE LITTLE THEATRE. ALSO CONWAY MEDICAL CENTER SMART SNACKS PROGRAM FOR LOWER INCOME STUDENTS.

PSA'S  
RUNS AT VARIOUS TIMES DURING SIGN ON TO SIGN OFF  
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

GEORGETOWN LIBRARY FINANCIAL EDUCATION SERIES  
NATN'L ENDOWMENT FOR FINANCIAL EDUCATION  
FINISH HIGH SCHOOL CAMPAIGN  
DEBT RESOLUTION TRAPS  
MENTORING- BIG BROTHERS-BIG SISTERS  
VETERAN SUPPORT CAMPAIGN  
BOYS TOWN HOTLINE  
ENERGY EFFICIENCY

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SPACE CAMP SPEECH, JULY 13

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SPEECH TO FRESHMEN STUDENTS AT SOCASTEE HIGH SCHOOL, SEPTEMBER 25

CHIEF METEOROLOGIST ED PIOTROWSKI PLAYED MINI GOLF IN TOURNAMENT FUNDRAISER WE SPONSORED FOR THE SC CHILDREN'S MUSEUM, SEPTEMBER 10

NEWS & WEATHER PERSONNEL SPOKE VIA SKYPE TO COMMUNICATIONS STUDENTS AT UNC PEMBROKE, SEPTEMBER 19

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SPEECH TO WACCAMAW INTERMEDIATE SCHOOL, PAWLEYS ISLAND SEPTEMBER 21

WE HAVE ACCOMMODATED 7 DIFFERENT INTERNS IN NEWS, SALES & OUR CREATIVE DEPARTMENT DURING THIS QUARTER AS PART OF THEIR COLLEGE REQUIREMENTS.

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL EVENTS IN OUR AREA AND TALK WITH STUDENTS ABOUT THE NEED TO STAY IN SCHOOL AND GET AN EDUCATION. OUR STATION PROVIDES REGULAR TOURS TO ELEMENTARY, HIGH SCHOOL, AND HOME-SCHOOLED GROUPS TO PROVIDE AN INSIDE LOOK AT WEATHER REPORT & NEWS PRODUCTION.

**Allyson Floyd**

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**From:** "Allyson Floyd" <allyson@wpde.com>  
**To:** "Linda Revel" <lrevel@wpde.com>  
**Sent:** Monday, October 03, 2011 4:37 PM  
**Subject:** 3rd Quarter Ascertainment

**News Department Ascertainment 3rd Quarter 2011****JULY**

2 Ed in Grand park 4th of July Run Market Common Myrtle Beach  
 4 Allyson, Ed, Lisa, Mallory rode in Murrells Inlet Boat Parade  
 7 Ed gave Grand Strand Optimist Club Speech Myrtle Beach  
 9 Ed at Night with Garth to Support Alzheimer's Assoc. Myrtle Beach  
 11 Ed gave Pawleys Place Hurricane Seminar Pawleys Island  
 13 Ed gave Space camp speech - Pawleys Island  
 20 WPDE sponsored blood drives in Myrtle Beach, Florence, and Conway with NewsChannel 15 employees at each one  
 23 Ed in GRACE Ministries Golf Tournament Murrells Inlet  
 23 Ed was Judge Womanless Beauty Pageant NMB

**AUGUST**

01 WPDE Hurricane Seminar - Prince Creek - Murrells Inlet  
 02 WPDE Hurricane Seminar - First Baptist Church - NMB  
 03 WPDE Hurricane Seminar - St Michael catholic Church - Garden City  
 04 WPDE Hurricane Seminar - Pawleys Island Comm. Church - Pawleys Island  
 05 WPDE Hurricane Seminar - St. James Catholic Church - Conway  
 06 Ed in Hurricane Classic Golf Tournament - Murrells Inlet  
 09 Ed gave Hurricane Seminar Wynbrooke HOA - Murrells Inlet  
 18 Ed gave JOY Club Speech - Florence  
 20 Ed in GS Optimist Club Pairing Party MC - Conway  
 21 Ed in Wounded Warrior Project Golf Tournament MC - Murrells Inlet  
 25 Ed gave Speech to Freshman at Socastee HS - Socastee  
 27 Ed was emcee Boy Scout Roast - Myrtle Beach

**SEPTEMBER**

1 Ed gave Rotary Club Speech - Pawleys Island  
 2 Jason was judge for BBQ contest in Myrtle Beach  
 3 Jason, Tim, Ed, Holly in the booth for the Beach, Boogie and BBQ Festival in MB  
 9 Ed was Operation Happily Ever After participant - Myrtle Beach  
 10 Ed was Children's Museum Mini golf participant - Myrtle Beach  
 11 Ed was emcee 9-11 Benefit at Dead Dog Saloon - Murrells Inlet  
 14 Ed was Arnolds Pools Golf Tournament participant - Conway  
 15 Ed gave Kiwanis speech - Myrtle Beach  
 15 Ed was emcee Conway Medical Center Employee Drive with Legends in Concert - Conway  
 18 Jason and Tim in our booth at Outdoor show, Myrtle Beach Convention Center  
 19 Aaron, Justin, Cara and Robbie spoke by Skype to communications students at UNC at Pembroke  
 21 Ed gave Waccamaw Intermediate Speech - Pawleys Island  
 22 Ed gave MOMS Club safety speech. - Conway  
 25 Ed was Opening Day participant Grand Strand Miracle League - Myrtle Beach  
 27 Ed gave Delmae Elem speech - Florence  
 28 Ed gave Surfside Rotary Speech - Surfside

Holly did Transgender Special Report Part 1 on Chaz Bono - Mon. Sept. 12 (11pm Newscast)  
 Holly did Transgender Special Report Part 2 on MB woman who underwent gender reassignment surgery - Tues. Sept. 13 (11pm Newscast)

# Promo/PSA Unsold Inventory Filler

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State	House#	Description	Length	Ad-ID	Title
Marked for Dub	SC9549	Conway Ghost Walk_1029	00:00:30	Conway Ghost Walk_10	Conway Ghost Walk_1029
On A Dub List	SC9546	RED CROSS	00:00:30	RED CROSS RESCUE R/	RED CROSS RESCUE RACERS
On A Dub List	SC9542	Fall Watch & Win	00:00:30	Fall Watch & Win	Fall Watch & Win
On A Dub List	SC9541	Brookgreen Gardens	00:00:30	HarvestHome Festiva_	HarvestHome Festiva_x1015
On A Dub List	SC9538	EASTERN CAROLINA AGRICULTURAL FAIR	00:00:30	EASTERN CAROLINA AGE	EASTERN CAROLINA AGRICULTURAL FAIR
On A Dub List	SC9537	Cooldest Night in November	00:00:30	Cooldest Night in Nov	Cooldest Night in November
On A Dub List	SC9534	HONOR FLIGHT	00:00:30	HONOR FLIGHT_X1006	HONOR FLIGHT_X1006
On A Dub List	SC9525	Out of Darkness Community Walk	00:00:30	Out of Darkness Comm	Out of Darkness Community Walk
On A Dub List	SC9524	HGTV Flooring Makeover_1030	00:00:30	HGTV Flooring Makeov	HGTV Flooring Makeover_1030
On A Dub List	SC9510	Conway Medical Center	00:00:30	CMC_SMART SNACKS	CMC_SMART SNACKS
On A Dub List	SC9509	Carolina Spotlight	00:00:30	CarolinaSpotlight R	Carolina Spotlight_Elliot Realty
On A Dub List	SC9508	Your Health Your Decision	00:00:30	Your Health Your Dec	Your Health Your Decision Launch
On A Dub List	SC9493	GEORGETOWN LIBRARY FINANCIAL	00:00:30	SIGNS OF RECESSION_	SIGNS OF RECESSION_2
On A Dub List	SC9492	GEORGETOWN LIBRARY FINANCIAL	00:00:30	NEST EGG_2	NEST EGG_2
On A Dub List	SC9491	GEORGETOWN LIBRARY FINANCIAL	00:00:30	PICK ME	PICK ME
On A Dub List	SC9490	GEORGETOWN LIBRARY FINANCIAL	00:00:30	NEST EGG_1	NEST EGG_1
On A Dub List	SC9489	GEORGETOWN LIBRARY FINANCIAL	00:00:30	DOLLAR DOG	DOLLAR DOG
On A Dub List	SC9488	GEORGETOWN LIBRARY FINANCIAL	00:00:30	SIGNS OF RECESSION_	SIGNS OF RECESSION_1
On A Dub List	SC9482	XEW Wrestling Promo	00:00:30	XEW Wrestling Promo	XEW Wrestling Promo
On A Dub List	SC9478	Carolina & Company	00:00:30	CA & CO Social Media	CA & CO_Social Media Promo
On A Dub List	SC9475	RENT TO CRUISE	00:00:30	Rent to Cruise_CU on	Rent to Cruise_CU on CW
On A Dub List	SC9432	Carolina Live Deals	00:00:30	Carolina Live DealsL	Carolina Live DealsLAUNCH
On A Dub List	SC9370	WPDE_GMC_30	00:00:30	WPDE_GMC_30	WPDE_GMC_30
On A Dub List	SC9369	GMC_JASON_30B	00:00:30	GMC_JASON_30B	GMC_JASON_30B
On A Dub List	SC9368	GMC_JASON_30A	00:00:30	GMC_JASON_30A	GMC_JASON_30A
On A Dub List	SC9367	GMC_HOLLY_30B	00:00:30	GMC_HOLLY_30B	GMC_HOLLY_30B
On A Dub List	SC9366	GMC_HOLLY_30A	00:00:30	GMC_HOLLY_30A	GMC_HOLLY_30A
On A Dub List	SC9348	ANNIVERSARY SPOTS	00:00:30	30TH ANNIVERSARY_30	30TH ANNIVERSARY_30_NEWS
On A Dub List	SC9335	Cecil in the Kitchen Promo	00:00:30	Cecil in the Kitchen	Cecil in the Kitchen Promo
On A Dub List	SC9189	WPDE ANNIVERSARY PROMO	00:00:30	WPDE ANNIVERSARY P	WPDE ANNIVERSARY PROMO
On A Dub List	SC9180	Carolina & Company Promo	00:00:30	Carolina & Company P	Carolina & Company Promo
On A Dub List	SC8742	HS DROPOUT PREVENTION	00:00:30	CNOG0114000	4 MILES_30
On A Dub List	SC8737	ROTARY INTERNATIONAL	00:00:30	WHEN YOU START WITH	WHEN YOU START WITH ROTAR
On A Dub List	SC8731	SC DEPT OF INSURANCE	00:00:30	SCBA_UNINSURED_TV F	SCBA_UNINSURED_TV REV
On A Dub List	SC8722	Ad Council PET ADOPTION	00:00:30	CNPA0032000	PART OF YOUR FAMILY
On A Dub List	SC8721	Ad Council PET ADOPTION	00:00:30	CNPA0028000	CHERISH
On A Dub List	SC8719	Ad Council Childhood Obesity Prevention	00:00:30	CNH0036000	X-PERIENCE THE POWER OF PHYSICAL ACT
On A Dub List	SC8714	LIVE UNITED CAMPAIGN	00:00:30	CNUL0067000	UNITED BY MISSION_30
On A Dub List	SC8712	SC NATIONAL GUARD	00:00:30	SCBA_ZNGB_1007	SC NATL GUARD_STORM_30
On A Dub List	SC8710	SC NATIONAL GUARD	00:00:30	SCBA_ZNGB_1005	SC NATL GUARD_FLOOD_30
On A Dub List	SC8708	SC NATIONAL GUARD	00:00:30	SCBA_ZNGB_1003	SC NATL GUARD_FIRE_30
On A Dub List	SC8704	Treatment Options	00:00:30	CNTO0009000	DRESS_30
On A Dub List	SC8703	WILDFIRE PREVENTION	00:00:30	CNFF0046000	BONFIRE REVISE
On A Dub List	SC8701	WILDFIRE PREVENTION	00:00:30	CNFF0045000	DINNER REVISE 2
On A Dub List	SC8699	WILDFIRE PREVENTION	00:00:30	CNFF0044000	NEIGHBOR
On A Dub List	SC8696	Energy Efficiency	00:00:30	CNEN0069000	OVEN_30
On A Dub List	SC8693	Energy Efficiency	00:00:30	CNEN0066000	CLIFF_30
On A Dub List	SC8688	Fatherhood Involvement	00:00:30	CNFI0063000	DEVOTED_30
On A Dub List	SC8686	Fatherhood Involvement	00:00:30	CNFI0059000	PORCH_30
On A Dub List	SC8685	Fatherhood Involvement	00:00:30	CNFI0057000	REUNION_30
On A Dub List	SC8683	Fatherhood Involvement	00:00:30	CNFI0049000	BIG NIGHT_30
On A Dub List	SC8676	AD COUNCIL / USDA FOREST SERVICE	00:00:30	CNFT0020000	UNPLUG / Re-Connecting Kids with Nature
On A Dub List	SC8670	NATURE CONSERVANCY	00:00:30	PROTECTING NATURE_L	PROTECTING NATURE, PRESERVING LIFE_3
On A Dub List	SC8667	SPECIAL NEEDS	00:00:30	NOT ACCEPTABLE	NOT ACCEPTABLE
On A Dub List	SC8658	CREDIT COUNSELING	00:00:30	18280B	DEBT RESOLUTION TRAPS_30
On A Dub List	SC8656	Newborn & child survival	00:00:30	CNSC0023000	CAN'T ACT_30
On A Dub List	SC8654	Newborn & child survival	00:00:30	CNSC0021000	BASKETBALL_30
On A Dub List	SC8646	HIGH SCHOOL DROPOUT PREV	00:00:30	CNOG0069000	ATIVA REVISED
On A Dub List	SC8645	HANDS ONLY CPR	00:00:30	CNHG-9230-1	HAND WALKER
On A Dub List	SC8611	Nat'l Endowment for Financial Ed	00:00:30	Get Smart @ Your Mon	Get Smart @ Your Money_2
On A Dub List	SC8610	Nat'l Endowment for Financial Ed	00:00:30	Get Smart @ Your Mon	Get Smart @ Your Money_1
On A Dub List	SC8605	Veteran's Affairs	00:00:30	CARE PACKAGE	CARE PACKAGE
On A Dub List	SC8604	Veteran's Affairs	00:00:30	WHAT LIES AHEAD	WHAT LIES AHEAD
On A Dub List	SC8573	VETERAN SUPPORT	00:00:30	CNIA0033000	CAMOUFLAGE_30

# Promo/PSA Unsold Inventory Filler

Page 1 of 1

State	House#	Description	Length Ad-ID	Title
On A Dub List	SC8570	VETERAN SUPPORT	00:00:30 CNIA0025000	ALONE_REV_30
On A Dub List	SC8542	Energy Efficiency	00:00:30 CNEN0044000	Magical Things
On A Dub List	SC8541	Energy Efficiency	00:00:30 CNEN0042000	Energy Savers
On A Dub List	SC8505	PET ADOPTION	00:00:30 CNPA91312	OLIVE
On A Dub List	SC8470	Horse Tales promo	00:00:30 HORSE TALES PROMO	HORSE TALES PROMO
On A Dub List	SC8168	Soccer	00:00:30 Soccer - MODN7003	March of Dimes

Aug. 15, 2011

Jamelah Bariah  
10 University Blvd  
Conway, S.C.  
29526

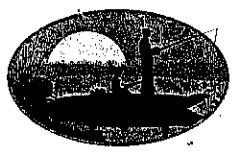
Jamelah -

Thanks for running this PSA as often as possible. With offices in Myrtle Beach and Florence, I believe Pee Dee Speech and Hearing serves your area and is a worthy cause.

Sincerely,

Linda Greenmillion

Pee Dee Speech & Hearing Board member



# MURRELLS INLET 2020

A Clear Vision For The Inlet

September 20, 2011

Billy Huggins  
WPDE-TV 15/WWNB-TV 21  
10 University Blvd.  
Conway, SC 29526

Dear Billy,

On behalf of the Murrells Inlet 2020 Board of Directors and the *2011 Golf Tournament Fundraising Committee*, I extend to you our sincerest appreciation for your support of our 13<sup>th</sup> Annual Charity Golf Tournament held on September 4<sup>th</sup>, 2011 at Heritage Golf Club. Thank you very much for helping us to promote the event on WPDE, and thank you for sponsoring a team. With your contribution, we were able to raise over \$8,500 at the event. These funds will allow Murrells Inlet 2020 to continue working towards our goals of making Murrells Inlet a nice place to live, work and visit. We thank you for your support and look forward to working together with you in the future. Murrells Inlet 2020 is a 501c3 non-profit organization. Your donation is tax-deductible as permitted by current IRS regulation.

With Warmest Regards,

Susan M. Sledz  
*Executive Director, Murrells Inlet 2020*

A 501 C3 non-profit organization

Federal Tax ID: 58-2336725

p 843.357.2007

f 843.357.2913

po box 1357, murrells inlet, sc 29576

info@murrellsinletsc.com

www.murrellsinletsc.com



donated media time to our  
cause.

Sincerely,  
Sally Peoples  
The CIOL Board

Billy & Staff,

Thank you so much for  
your continued support of  
Caring In Our Lifetime.

Our organization wouldn't  
exist without the support of  
local businesses such as  
WPDE

Thanks for supporting Blaine  
serving on our Board, and  
Thank you for all of the

MISSION STATEMENT

Caring In Our Lifetime is dedicated to raising funds and providing financial assistance with medical  
expenses to individuals in Horry and Georgetown Counties affected by breast cancer.

ANTHONY WATKINS, MAYOR  
ALDERMEN  
COLEMAN CANNON, SR., MAYOR PRO TEM  
JOHN H. SEGARS  
DYAN COHEN  
ANNETTE D. THOMAS  
GLORIA C. HINES  
WAYNE GATES CHAPMAN

## City of Darlington

P.O. BOX 57

Darlington, South Carolina 29540

TELEPHONE (843) 398-4000

NEWTON I. HOWLE, JR.  
CITY ATTORNEY  
DAN B. CAUSEY, III  
MUNICIPAL JUDGE  
HOWARD GARLAND  
CITY MANAGER  
GLORIA B. PRIDGEN  
CLERK & TREASURER

October 5, 2011

Mr. Cecil Chandler  
Post Office Box 51150  
Myrtle Beach, South Carolina 29579

Re: "Market on Darlington Square"

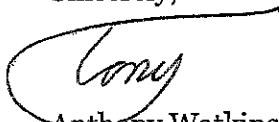
Dear Cecil:

Please accept my sincere appreciation on behalf of the City of Darlington and the Darlington Downtown Revitalization Association for your contribution to the success of our "Market on Darlington Square." Your on-the-air interview with David Vaughan and Grady Culbertson in July and your continuing promotion of our Market during your "Carolina and Company" broadcasts unquestionably helped increase the interest and participation of shoppers during the events in July and August. Your efforts also helped us overcome the uncertainty of less than desirable weather conditions in September.

You may be interested to know that our Market has been judged very successful, was extended from four to six events this year, and will be continued next year, hopefully, to become a regular City event serving our community.

Once again, thank you for your valuable contribution to the success of the Market this year.

Sincerely,



Anthony Watkins  
Mayor

cc: Mr. Grady Culbertson, Market Chair  
Mr. Howard Garland, City Manager  
Mr. David Vaughan, DDRA Director